# THE CANADIAN COIN BOX & VENDING

## The Widely Acclaimed New Wurlitzer

MODEL "TWELVE-FIFTY" — and Patty Page

SOARING TO NEW HEIGHTS IN CANADA
through its Distributor—MR. AL SIEGEL

**NOV. '50**

**4th Anniversary**

A MONTHLY PUBLICATION FOR THE CANADIAN AMUSEMENT OPERATOR

# The Biggest Sale of the Year !

## LATEST BRAND NEW MACHINES

**WILLIAMS "PINKY" and GOTTLIEB "SPOT BOWLER"..... Both at $435.00**

## 5 BALL MACHINES IN A-1 CONDITION

### GOTTLIEB:

| | | | |
|---|---|---|---|
| 4 College Daze | $315.00 | 4 Basketball | $325.00 |
| 2 Three Musketeers | 290.00 | 4 Buttons and Bows | 265.00 |
| 2 Bowling Champs | 275.00 | 6 Lady Robin Hood | 190.00 |
| 3 Humpty Dumpty | 180.00 | 8 Sharpshooters | 285.00 |

### GENCO:

| | | | |
|---|---|---|---|
| 2 Camel Caravan | 315.00 | 5 Big Top | $265.00 |
| 5 Canasta | 375.00 | 1 South Pacific | 335.00 |
| 1 Rip Snorter | 325.00 | 2 Three Feathers | 275.00 |

### WILLIAMS:

| | | | |
|---|---|---|---|
| 2 K. C. Jones | 335.00 | 3 St. Louis | 275.00 |
| 2 Tucson | 290.00 | 2 Freshie | 300.00 |
| 1 Maryland | 325.00 | 1 Rainbow | 190.00 |
| 3 Dallas | 275.00 | | |

### EXHIBIT:

| | | | |
|---|---|---|---|
| 3 Be Bop | 350.00 | 4 Thumbleweeds | 330.00 |

### CHICAGO COIN:

| | | | |
|---|---|---|---|
| 4 Major '49 | 265.00 | 1 Golden Gloves | 325.00 |
| 2 Basketball | 300.00 | 6 Catalina | 180.00 |
| 1 Holiday | 215.00 | 4 Spin Ball | 180.00 |
| 1 Champion | 325.00 | | |

**DON'T LOSE ANY TIME IN GETTING YOUR PHONOGRAPH MOTORS REWOUND . . . TRADE THEM FOR RECONDITIONED ONES. ON RECEIPT OF SAME, WE WILL RUSH YOU ONE ON THE SAME DAY, FOR ONLY $5.00. THIS IS A 10-DAY SALE.**

**LUBRIPLATE,** Pin Ball and Phonograph grease (white). Economy size, 1-lb. tube, reg. price $1.15. **Special .95**

**FRICTION TAPE:** 2" roll, reg. .15 roll. **Special**..... **3 rolls for .35**
4" roll, reg. .50 roll. **Special**..... **2 rolls for .75**

**PIN BALL "WATERPROOF CANVAS",** covers that will fit on any games, will protect from rain and bad weather. Regular $15.00..... **Special $12.50**

**REPLACE THE OLD, BAD LOOKING BUBBLING TUBES WITH THE NEW LUCITE CONVERSION TUBE,** twisted plastic for Wurlitzer 1015. Regular $19.95..... **Special $16.50**

**No. 18 — RUBBER COVERED FLEXIBLE WIRE,** 250-ft. roll, regular $5.75..... **Special $4.95**

**STAMPS' MACHINES FOLDERS,** 1000 regular retail selling price $1.25
5000 regular retail selling price 5.50 — **Your Cost per 10,000**..... **$9.50**

We also carry a nice assortment of Premiums at wholesale prices: Lighters of all kinds, Watches, Cameras, Clocks, Travelling Sets, Wallets, Musical Dolls, etc. Write for prices and details.

1807 - 15, Quest,
Rue Notre Dame
MONTREAL, Can.

LANIEL AMUSEMENT

All Types of Coin Machine Devices Supplied

# Counter Games Steady Profit Field

**By-passed by many operators, the small units bring in those extra pennies that often spell success.**

While counter games represent a comparatively small part of the output of manufacturers in the coin machine field, operator ramifications are such that many look upon them as a combination stepping stone for new coinmen and bread and butter item for those with larger routes. Though the counter game is overlooked and/or passed by many an operator, it is an item which returns a slow, steady profit, usually in pennies.

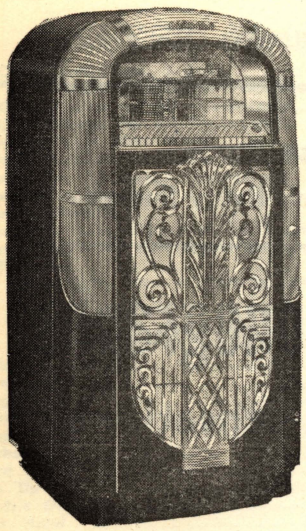
Those who have remained loyal to the counter game since its pre-World War II high, claim that it is the most underrated profit producer in the industry. They point out that while few operators rely upon counter units for all of their income, there are countless vender, game or music coinmen who depend on the small profits from counter games to supplement their all-over returns. Those long experienced in the performance of the counter game on location explain that while other branches of the trade may be subject to trends, seasonal factors and whims of the public, the pattern of counter trade seems to go on forever.

### Few Design Changes

The most popular counter games of today are substantially the same in design as they were a decade ago. Though much of the current production leaves the plant set for 2-cent or nickel operation, the penny models still get the operator's preference. Obviously they regard the counter game as something which catches the odd penny trade, especially in these times when most purchases in retail stores result in the potential player having one or more odd coppers. Operators also realize that many of

(continued on Page 6)


Canada's Best Buy



The PHONOGRAPH That Sells— MUSIC

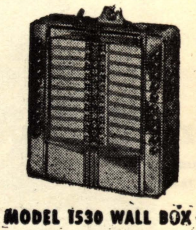
QUALITY is a Bargain at any Price

*Brand New . . .*

Rock-ola Model 1424 Hideaway $650.00

Rock-ola Model 1530 Wall Boxes $55.00

30 Wire Cable - - - - - 20c Ft.



MODEL 1530 WALL BOX

*Used Machines . . .*

Rock-Ola Model 1422 - - - . $495.00 each

WRITE WIRE PHONE

Mortimer Sales Co.

1269 AMHERST STREET PHONE AMherst 1400 MONTREAL, Quebec

# COIN BOX

NOVEMBER 1950

Vol. 2 — No. 29

*Edited and Published in Owen Sound, Ontario*

*BY EDDIE SARGENT*

*Printed by THE GEORGIAN PRESS*

United States Representative — McIntyre, Simpson & Woods, Chicago

Advertising and Copy Deadline 10th of Each Month

RATES ON REQUEST

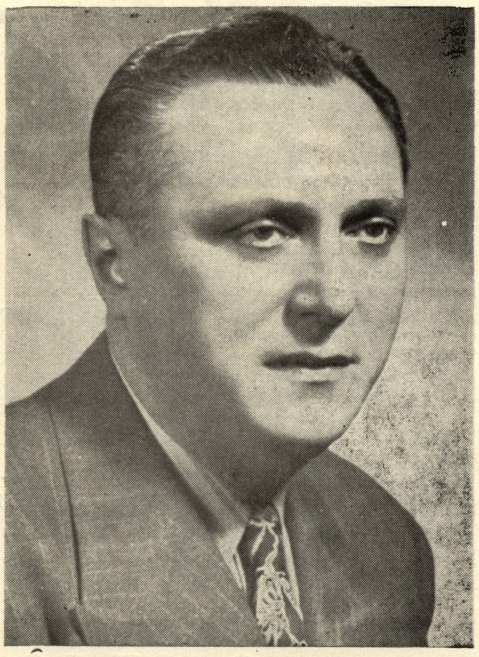

## Editorial

By the Editor

Featuring Al Siegel

*I would like to take this opportunity of congratulating Canadian Coin Box and Vending on its 4th year of publication.*

*Four years ago when Eddie Sargent approached me on this project I encouraged him,*



*but at the same time cautioned him as to the financial question mark involved.*

*However, today, four years later, this magazine, with the help of progressive distributors and operators across the country, bids fair to grow bigger and better with every subsequent issue. I believe the purposes of this magazine should be as follows:*

To foster and encourage localized public relations programs for the good and welfare of the Industry.

To support adequate national trade associations and advocate the formation of local and regional associations to affiliate themselmes with the national for mutual benefits.

Encourage and promote standard distributing firms and practices within the Industry whereby the maximum protection is guaranteed the operator in the sales and servicing of new products.

To oppose unfair and discriminatory taxes of all kinds on coin-operated devices and services.

Encourage a uniform decimal system of coinage in all nations to promote the use and export of coin-operated devices.

Encourage the wider use of coin operation on new devices, services and inventions.

Publicize the immense benefits of coin-operated devices and services to stores, factories and establishments of all kinds.

*The above, I believe, is the aim of the editor, Eddie Sargent, and I know I speak for all in this business that we will help him achieve this goal. The automatic age is here and we must keep pace with the times both with our thinking and business practices.*

AL. SIEGEL.


*Happy Anniversary*

Our Best Wishes for your Every Success

**Post War Phonographs**

**and Games at sensational savings**

***OPERATORS ! !***

Write, Wire or Phone for further particulars

**Melody Lane and Solotone Boxes**

At Greatly Reduced Prices

**Wentworth Music Co.**

105 KING ST. W. HAMILTON

**SPECIALS**

Wico Thumper Bumpers..$3.95
Exhibit Explosion Bumpers 3.95
Rectifiers—Genco Games 3.95
Coin Chutes A.B.T..... 3.95
Sling Shot Bumpers ..... 2.95
Jacob Needles ..... .69
Jacob Needles, per doz... 7.95

# CANADA'S Mail Order House

NOVEMBER, 1950

**WANTED TO BUY**

Wurlitzers 1015, 1017, 1100
Seeburgs 146, 147, 148
Hideaways
Post War Wall Boxes
And Pin Games
State Quantity and Price

OPERATORS:

We have arranged a special **YEAR-END BARGAIN BULLETIN** to coincide with the **COIN BOX ANNIVERSARY** issue. Write us **MAKING AN OFFER** on the following machines which will be sold at an **ALL TIME LOW PIRCE.** Also state second and third choice.

## FIVE BALL GAMES

All American
Attention
Blondie
Bosco
Bowling Alley
Broadcast
New Champ
Chubby
Drum Major
Flicker
Flying Tigers
Four Aces
Four Roses
Gold Star
Gun Club
Havana
Horoscope
Jungle
Keep-Em-Flying
Lite-O-Card
Mascot
Opportunity
Punch
Roxy
Seven Up
Shooting Star
Show Boat
Spellbound
Sport Parade
Spotcha
Stratoliner
Supercharger
Victory
Zig Zag

## ONE BALL GAMES

Fairground 4-Coin Multiple
Arlington
Lite-A-Pair
Flying High
Cocktail Hour
Sport Special F.P.
Dark Horse F.P.
Record Time F.P.
Ak-Sar-Ben, 6 Multiple Pay Out
Skunk Pay Out
Credit Pay Out
Preakness Pay Out
Victory Special

## PARTS AND SUPPLIES

| | |
|---|---|
| 25-Cycle Gearmotors, 5 Balls | $ 11.95 |
| 25- or 60-Cycle Gearmotors, 1 Ball | 34.50 |
| 25-Cycle Motors for All Phonographs | 29.00 |
| 60-Cycle Motors for All Phonographs | 29.00 |
| Wurlitzer Main Fibre Gears | 2.95 |
| 30-wire Cable-rat and waterproof, per ft. | .25 |
| Plastics for All Model Phonographs | Write |
| Permo Point Needles | .41 |
| Pfanstiel Needles | .41 |
| Slow blow fuses, 3/10, 4/10, ½, 2 amp. | .20 |
| Electric Trips for All Models Seeburg and Wurlitzers | 7.50 |

Many Other Parts — Write to Save Money

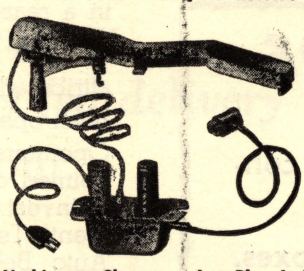
## PENNY GAMES

| | |
|---|---|
| Kicker & Katcher | $39.50 |
| Pikes Peak | 39.50 |
| Target Skill | 35.00 |
| Peanut Vendors | 9.50 |
| Bingo | 24.50 |
| Pitchem | 29.50 |
| Card Vendor | 25.00 |
| Pop Up | 34.50 |
| Electric Grip | 35.00 |
| Best Hand | 29.50 |
| Mike & Jake | 35.00 |
| Bat a Ball | 49.50 |
| Try Your Skill | 49.50 |

MANY OTHER PARTS — WRITE TO SAVE MONEY

## LIGHTWEIGHT PICK-UPS

For All Wurlitzers and Seeburgs
Perfect Tone — Easy on Records



Nothing to Change — Just Plug It In
15,000 Plays per Needle
2,000 Plays per Record

| | |
|---|---|
| Jacobs Replacement Tone Arms — For Wurlitzer | $ 21.50 |
| For Seeburg | 27.50 |

State Phonograph Model When Ordering

| | |
|---|---|
| Electric Trips for All Model Seeburg and Wurlitzer | 7.50 |
| Needles for Jacobs Arms — 15,000 plays, per dozen | 7.95 |

## PHONOGRAPHS

New — 1950
AMI MODEL "C" $1109.00
40 Selection
"King Pin of the Juke Boxes"

— USED — ALL MODELS

Rockola
Wurlitzer
Seeburg
Write For New Low Prices

## COMPLETE HIDEAWAYS

With Adaptors, Amplifiers, Remote Volume Control, Star, Electric Cancel and Speaker

| | |
|---|---|
| Rockola | $225.00 |
| Wurlitzer | 375.00 |
| Seeburg | 295.00 |
| A.M.I. | 175.00 |

**NOTICE: WRITE FOR ANYTHING YOU REQUIRE THAT IS NOT LISTED HERE**

**ALL prices subject to change without notice.**

**TERMS—⅓ down, balance on delivery; or—Use our time payment plan of ⅓ down and balance in 3 to 24 months.**

# ST. THOMAS COIN SALES LTD.

**Phone 2648** **(VINCENT A. BARRIE)** **669 Talbot St., St. Thomas, Ont.**

# Counter Games Steady Profit Field

their patrons may not be pinball or shuffle game fans but enjoy the brief playing time required by counter games.

As might be expected in these high cost of living times, there are veteran operators who have set up many of their top locations with counter games of nickel play. They reason that with all other amusement prices above the prewar level, patrons offer no resistance to nickel play on the same type of counter units which they one time played for a penny. For this reason the manufacturers have made it a point to produce this type of game with either penny or nickel coin chutes.

### What Clicks?

What makes a counter game click? Actually there is no single formula. In the skill-type counters, which might take the form of A.B.T. Manufacturing Corporation's Skill Gun, Groetchen's Skill Test or Auto Bell's Five Jacks, different approaches to a central idea have been used successfully. Skill Gun makes use of a pistol fired and aimed by the player to run up a good score. Skill Test and Five Jacks depend on the quick reflexes of players after the coin has been inserted. In the reel-type counters as represented by the Comet line, including Marvel, American Eagle, Buddy and Cub & Ace, and Groetchen's Wings, Pok-o-Reel, Yankee and Klix, the basic idea is a mechanically perfect small-type reel game featuring a wide variety of symbols which might be cigarette, fruit or playing card type. The Comet and Groetchen reel units are not only available in penny and nickel play, but also at a dime.

One point, which all in the counter field agree on, is that the game price must be in the low bracket. Some operators say this should be below the $50 mark. Others maintain that the price of the counter games does not matter if the operator can get back his original investment in a reasonably short time.

The minor boom now going in the counter field is attributed to the need for replacement of units which have been operating for many years, mostly prewar production. Operators have finally reached the stage, it has been pointed out, whereby they no longer find it worthwhile to invest in new parts and instead are buying new equipment. Ted Rubenstein, head of Comet, and Carl Huppert, Auto Bell, feel that this replacement program is just starting and will gradually envelop the trade as a whole. They also say that the new units coming off the assembly line now embody improvements designed for even better performance on location than the prewar models.

### Distributor's Viewpoint

The ditributor's viewpoint seems to be summed up by Gill Kitt, Empire Coin Machine Exchange, Chicago, whose firm does a volume business in counter merchandise. He says: "There is a basic need at all times for low-priced equipment, but probably more so now than at any other time in the past five years. I have found that more operators have turned to counter games in the past five months than in any like period since the war. They have told me repeatedly that being in the counter field means extra money in their pockets. This is because they have stops for other equipment—venders, music or games—and it is just a matter of explaining to the location owner that the counter game will pick up a lot of additional small change without taking away revenue from other coin machines already in the premises. This results in new business not only for the location, but the operator, distributor and counter game manufacturer."


## FOR SALE or TRADE

1017—Wurlitzer Hide-A-Way in A-1 condition.

3020—5c, 10c, 25c Wurlitzer Wall Boxes. Model 3031—5c only.

Adapters, Steppers and Transformers, for Wall Box installation.

One-Minit-Pop. 10c coin operated Pop-Corn Machine.

OR WILL TRADE FOR JUKE BOXES

Wurlitzer Model 1100—1015—750—700, or any latest model Pin Ball Game.

**Lemieux Amusement**

LAURENT LEMIEUX, Prop.
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QUEBEC, QUE.



## BARGAINS!!

25 USED 60 cycle pinball transformers, mostly 30 volts, $5.00 each. Also a few for 60 cycle Genco games with rectifier, $8.75. For $39.50 each the following 25 or 60 cycle Pin Games: MIAMI BEACH, GLAMOR GIRLS, BAND WAGON, STRAT-O-LINER, BIG CHIEF, SKY RIDER, MARINES, STAR ATTRACTION (flippers), FIVE-TEN-TWENTY (thumper-bumper), VENUS (flippers), FLEET.

For $29.50 each: NIPPY, CHUBBY, TOPS, METRO.

**P-C-M AMUSEMENTS**

R.R. No. 1 - ROSELAND, ONTARIO

# Start Your Own Profitable Route !

*with a*

Dependable Time-Tested Proven

*fully automatic electric*

# Vend-O-Matic Machines

VENDS 8 POPULAR BRANDS

Each Column individually adjustable for different prices ranging from 5c to 52c and for different sized merchandise.

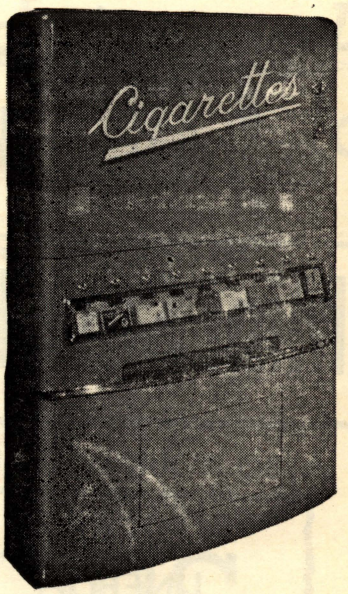
SPECIAL DOUBLE COLUMNS AVAILABLE FOR FAST MOVING BRANDS

- Sturdily built for long life.
- Fast Loading
- Easy taking of inventory
- *Never failing gravity fed delivery*
- First pack in—first out
- Credit Indicator

NO STALE MERCHANDISE

CAPACITY

328 packs in single columns—
444 packs with 4 double columns—
Large Storage Compartment.




Humans Err—Vend-O-Matic Never

*For further particulars WRITE—PHONE—WIRE to the FIRST Canadian manufacturer of vending machines*

## VEND-O-MATIC LIMITED

526 Bay Street ADelaide 8466-7 Toronto, Ontario

# An Operator Tells

I firmly believe I know more operators personally in our industry than anyone else. In my travels throughout the country talking to operators about their business, I have come to this conclusion—"there is nothing wrong with our operating business, except the men who operate it."

Operators as a whole are a suspicious lot, and whenever you talk to them, they will complain about their fellow operators. They will tell you how badly the other fellow operates. They will tell you about his bad business practices and ethics.

The thing uppermost in the operator's mind is the cost of equipment. Conditions are very bad and he cannot make money.

After hearing all these sad stories, I decided to draw a credit report on several of them. I found that they all have good credit ratings, they have money in the bank, they own their own homes, they drive good automobiles. To the average reader this sounds very good, but let us analyze all this information.

The operator has just gone through a very good period and things were in excellent condition. In other words we were in the midst of a war. We were in an inflated period and old man depresh was not with us. He could not make a mistake as any equipment he purchased did not depreciate—it enhanced in value.

All this is over now and the best thing for him to do is look around and find out just what conditions are today. First, the price of equipment is higher and depreciation is now back. The cost of supplies are higher, labor costs are high. And don't forget about taxes.

If all things were even, he could continue to operate as he did before, pushing his competitors around, offering all kinds of deals and propositions to his customers. I have heard of deals of 60% and 70% given to customers. But things are not even today and if he does not soon wake up, he will be out of business.

(continued on Page 13)

Acceptable *Anywhere!*
Permissable *Anywhere!*

**Mini-Snooker**

ALSO YOUR DISTRIBUTOR

—FOR—

UNEEDA
SHOE SHINE
MACHINES

Now is the Time to Buy

Write for Prices

- An old favourite, brought to Canada in a New Modern Form
- Coin operated
- Big Money Maker!
- Available Immediately
- A Game we Stake our Reputation on!

**Regent Vending Machines Limited**

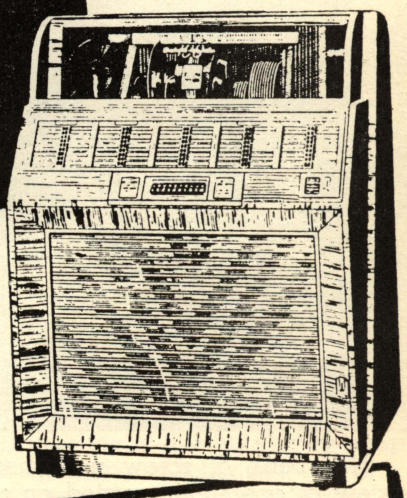
779-781½ Bank Street, OTTAWA, ONTARIO

# NOW

DON'T BE 20% OR 40%... BE 100%!

with the NEW

Seeburg Select-o-matic 100



ON HAND AT YOUR

for Quality and Tone

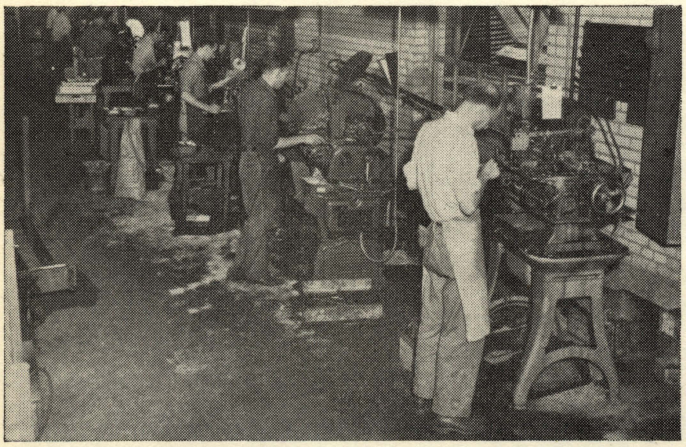
Buy Security- Buy Seeburg Today!

# "SEEGURG" DISTRIBUTORS

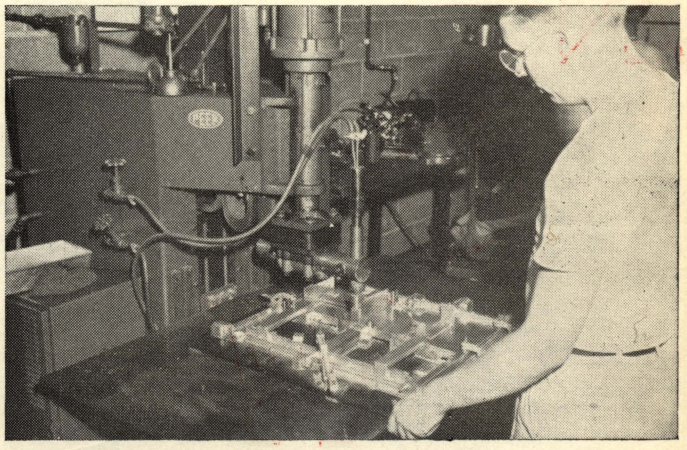
## BALDWIN DISTRIBUTING CO.

465 Eglinton Ave. W. TORONTO Phone HU, 1134 REG. GILCHRIST, Sales Manager

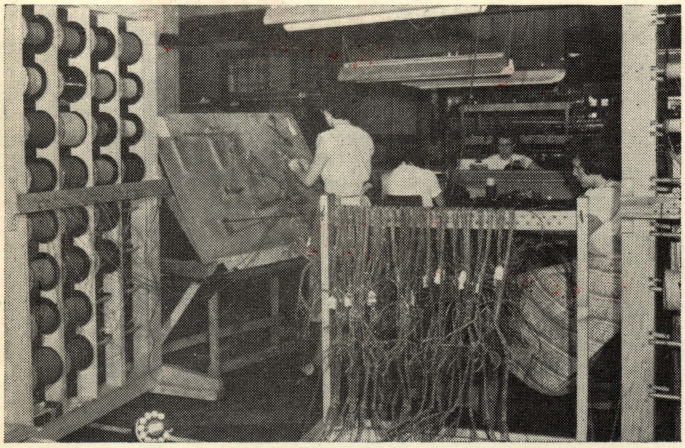
# Special Picture Story of the



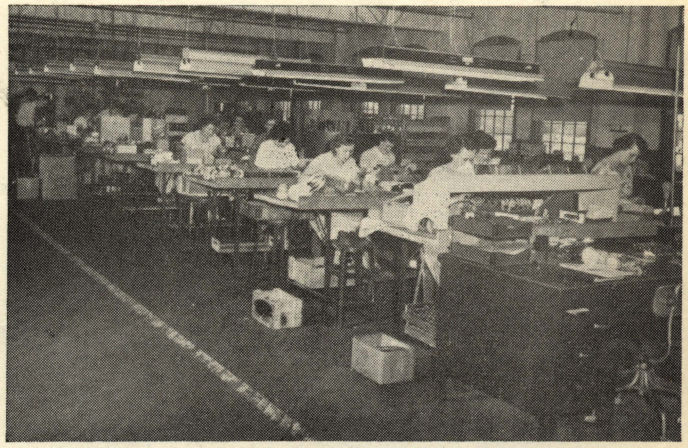
This bank of screw machines evidences the wide variety of operations carried on within the AMI factory. Automatic machines are being added as quickly as possible to relieve operators for other precision work where their skills may be employed more efficiently.



This unique "sewing machine" uses electricity for thread, aluminum for fabric. A recent development, aluminum resistance welding permits the use of strong, lightweight doors to which the various mechanisms found inside the door can be firmly attached.



The electronic brain which controls the Jukebox requires an extensive nervous system which is provided by the many-hued wire "harness" being assembled on the board. The use of various colored wires, cut to prescribed lengths, makes assembly and service relatively easy.

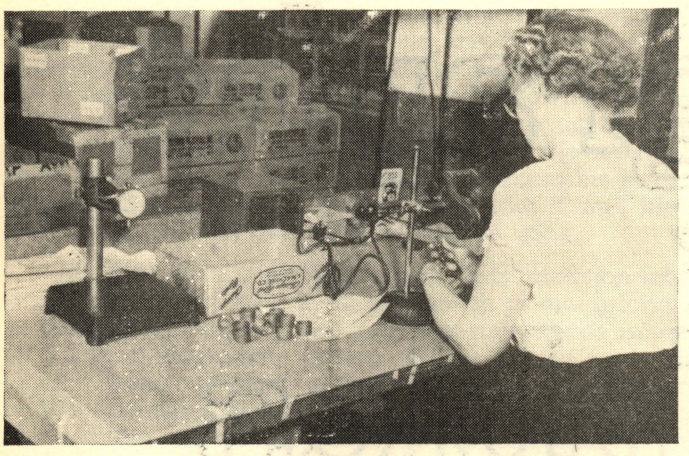


Wallboxes are assembled in this well-lighted department. Women show an aptitude for this work. Their neatness and manual dexterity with pliers, screw-driver and soldering iron enables them to earn wages well in excess of the average for skilled factory help.

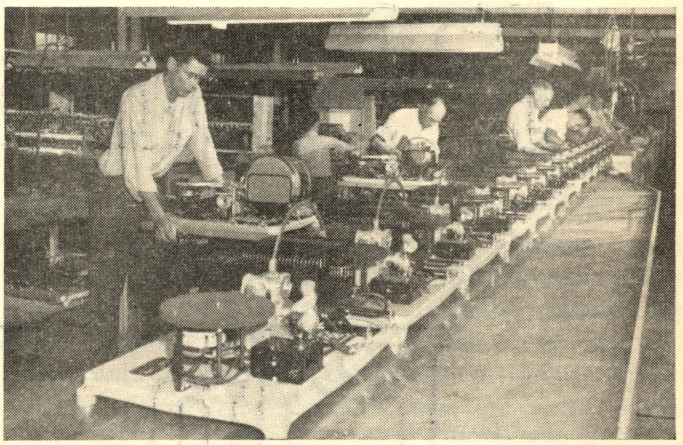
Master craftsmen combine the skills of their trade with the latest in precision machinery in AMI's modern tool room

Extruded aluminum forms and moldings which ornament the Model "C" Jukebox are brought to a high, gleaming polish in AMI's modern buffing department.

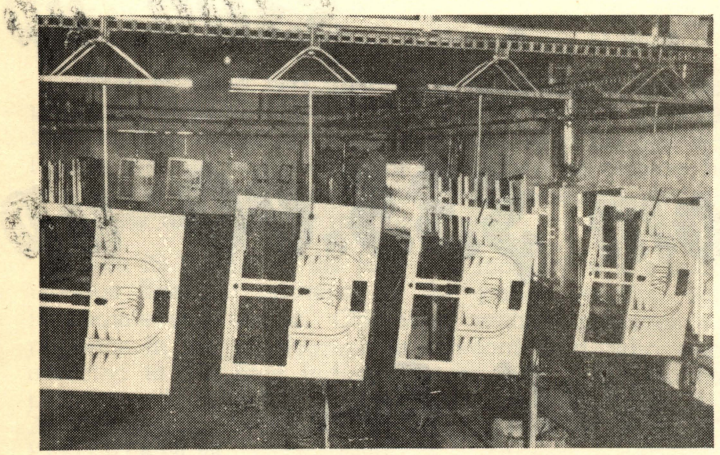
# Beautiful New AMI in Production



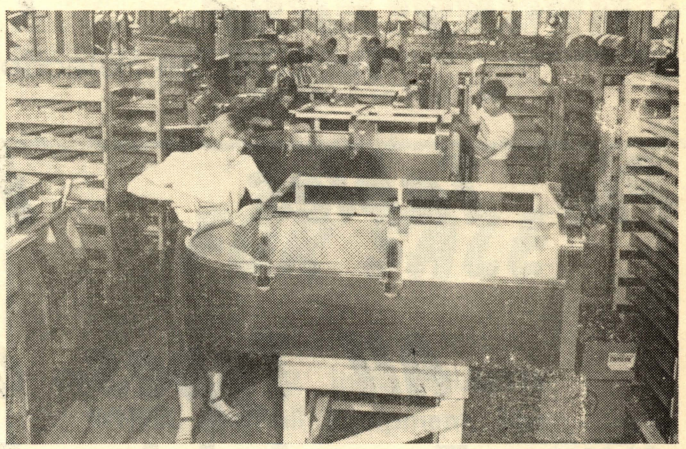
All incoming materials, whether in the raw state or in assembled form, are subjected to careful scrutiny in the factory's first of hundreds of inspections which go into the completed Jukebox. The combination light and magnifier shown permits close examination of parts and instrument readings without eye-strain.



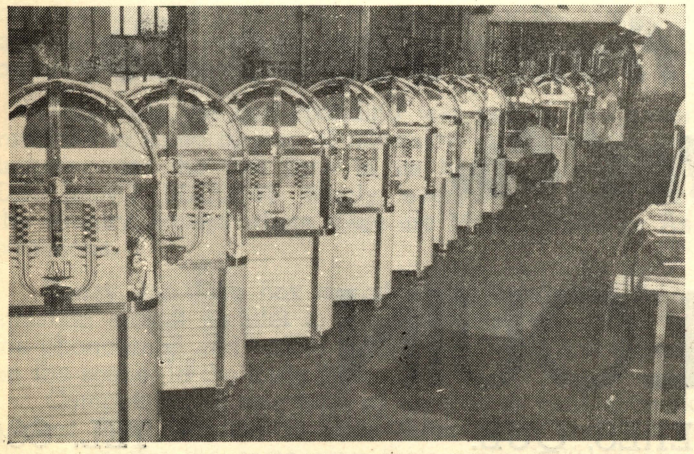
"Heart" of the AMI Jukebox is this amazingly simple, always precise record changing mechanism. Swift and sure, it picks any of 40 selections from the record rack and gently places it upon the spinning turntable. Records are played in horizontal position just as in a home phonograph so that tone arm and needle will "ride by gravity" for better tonal quality.



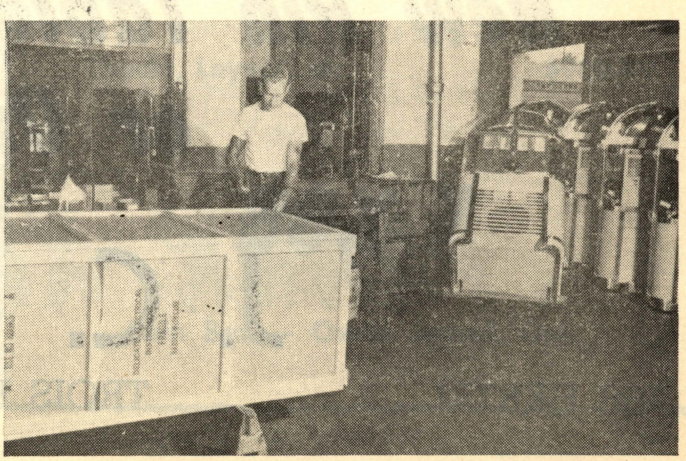
Banks of infra red lights form the drying ovens which quickly bring AMI's special lacquer and enamel finishes to a hard, scratch-resistant surface. The AMI insignia on these doors is applied by silk screen process, the basic color by sprayers.



Ornamentation of the beautifully appointed AMI marine plywood cabinet takes place at this stage of production. The young lady in the foreground is fastening down the inside red plastic molding which not only ornaments the box but also cushions the plastic dome and sides against vibration.



Model "C" Jukeboxes are lined up for a final testing before shipment. Every phonograph is carefully examined for any possible mechanical or tonal defect, or for any flaw or mar in cabinetry.



Some location will be happier with gay music when it receives this new AMI Jukebox which is crated for shipment at this point.

Buy with Insurance Anything you need in

# Phonographs

OR

# Pin Tables

**Phonographs . . . $300. up**

For 20 or 24 Selections . All factory rebuilt

**Pin Tables From $35.00 up**

**All Types of Wall Boxes**

Available Immediately ! !

**New Pin Tables from Genco Co.**

**or United Co.**

## J. C. BLOUIN

788 HERTEL TROIS RIVIERES, QUE. TEL. 6660

# An Operator Tells-

You might ask yourself—just which way should I go from here? There is only one answer and that is to organize. In many cities throughout the country, operators are floundering around in circles, not knowing and not caring to know how much it costs him to do business. All he knows today is that at the end of the month he finds himself not making money and going to his savings account, drawing a little bit at a time from it, and pretty soon before he knows it, this will all be gone.

He must do this to keep going. This condition exists in all cities where there is no association or group formed. In these cities you will find many operators who operate all kinds of equipment, losing money in one operation, making money in another, using up his money from one of his operations to bolster the other operation that is going in the red. Let us talk about just one phase of our business—namely the operation of juke boxes.

Today, wherever operators are not organized, they bid against each other. They make all kinds of deals. As competition becomes more intense, the percentage deals become larger, until today most owners of choice locations receive any percentage the freight will bear. They also demand and get loans anywhere from $100.00 to $1,000.00 and the operator thinks nothing of this.

Bear in mind two things are involved. In the first place the location could not get another quarter from his bank as they consider him a poor risk. Also the operator forgets that out of his share of the money he collects he has to bear the entire cost of maintenance repairs, service men, new records, new machines, etc.

From its inception, the juke box industry was a spontaneous financial success, as the public reaction was immediate and terrific. Operators, without previous experience in the phonograph and record field, who were attracted to the new industry because of the abnormal profit possibilities, were doing tremendously, WITHOUT ADVERTISING — WITHOUT PROMOTION — WITHOUT EXPLOITATION.

During depression years, the new industry maintained its fabulously high income. Prosperity continued through the years prior to World War II. During the war the juke box business really hit the jack-pot. This, despite the recording ban, record shortage—and still without the help of advertising or promotion on the part of the individual operators. They reasoned they were making money without any organization or promotion of any kind.

Following the free spending war period, the nation returned to some degree of normalcy—and the juke box industry—for the first time in its history—now reports DECLINING RECEIPTS nearly everywhere throughout the country, except where there are Music Guilds or Associations.

Today, the Juke Box operators are confronted by a situation almost parallel to the disastrous one faced by the phonograph and record firms when radio first arrived on the scene, in the early 20's.

Competition of one type or another is hard at work against them, striving to force them down and out in almost exactly the same way their early 1920 counterparts were driven to the wall. The alert juke box operator can combat any competition—more than hold their own—if he does something about it.

Collectively through their trade associations, they can apply modern merchandising, scientific marketing principles and showmanship exploitation methods to their industry.

Here are a few of the major reasons for current declining grosses in the automatic coin machine industry:

(1) The ever increasing popularity of television which is rapidly making inroads, directly affecting the business life of the juke box industry. Television manufacturers have stages effective selling campaigns to bars, grills, restaurants and other places of public assembly—the class "A" locations which formerly were top profit-producers for juke box owners. This direct competition from video will grow even stronger in 1951, when many new TV stations commence operating.

Network programing is a reality, thus bringing national as well as local video programs to the smaller towns, as well as major cities—stiff competition for the operators of America's 600,000 juke boxes.

Right now, the juke box operators are in almost the same competitive position as that confronted by the phonograph and recording firms when radio broadcasting first

(continued on Page 15)


## FOR SALE

**ONE EVANS 22 inch ROULETTE WHEEL and all Equipment, like new ..... $400.00**

**ONE WILLS 36 inch ROULETTE WHEEL and all Equipment—Table, Checks, Layout, etc. ..... $900.00**

## BOX 7

**Coin Box — Owen Sound, Ont.**

# Save $$ PRICES SLASHED FOR QUICK CLEARANCE $$ Save

| Exhibit — SILVER BULLET Slightly used $295.00 | Exhibit — DALE GUNS American Made $250.00 | 1017 Hideaway with Cobra Tone Arm, like new—$500.00 |
|---|---|---|

## 5 BALL GAMES, FREE PLAY

### GOTTLIEB

| | |
|---|---|
| Humpty Dumpty | $175.00 |
| Basketball | 350.00 |
| Sharpshooter | 325.00 |
| Just 21 | 325.00 |
| Select-a-card | 350.00 |
| Tele-a-card | 325.00 |
| Lady Robinhood | 200.00 |
| Button & Bows | 250.00 |
| Barnacle Bill | 225.00 |
| Buccaneer | 300.00 |
| Double Shuffle | 325.00 |

### GENCO

| | |
|---|---|
| Floating Power | $325.00 |
| Black Gold | 300.00 |
| Three Feathers | 350.00 |
| Puddin Head | 225.00 |
| Screwball | 225.00 |
| Trade Winds | 200.00 |
| Mardi Gras | 200.00 |
| Merry Widow | 200.00 |
| Ripsnorter | 375.00 |
| One-Two-Three | 250.00 |

### CHICAGO COIN

| | |
|---|---|
| Golden Glove | $375.00 |
| Super Hockey | 300.00 |
| Holiday | 225.00 |
| Sally | 225.00 |
| Bermuda | 175.00 |

### UNITED

| | |
|---|---|
| Carolina, like new | $225.00 |

### WILLIAMS

| | |
|---|---|
| Yanks | $175.00 |

### COUNTER GAMES

**Penny**

| | |
|---|---|
| A.B.T. Challengers, late model, like new | $42.50 |
| Gottlieb Three Way Grip | 32.50 |
| Penny Basketball, used | 32.50 |
| Mike and Jake, new | 32.50 |
| Kicker and Katcher | 22.50 |

### BALLY 1 Ball Free Play

Champion, like new, 60 cycle
Citation, like new, 60 cycle
Victory Special, 25 cycle
41 Derby, 60 cycle
Dark Horse, 25 cycle
Will accept best offer on all or any of the above equipment.

### ARCADE EQUIPMENT

| | |
|---|---|
| Western Baseball | $125.00 |
| Blow Ball | 75.00 |
| Champion Hockey | 125.00 |

## 3,000 USED RECORDS at 10c each

### WURLITZER

| | |
|---|---|
| Wurlitzer 1100 | $775.00 |
| Wurlitzer 1015 | 625.00 |
| Wurlitzer 1080 | 700.00 |
| Wurlitzer 600 | 225.00 |
| Wurlitzer 24C | 200.00 |

### MUSIC

### ROCKOLA

| | |
|---|---|
| Luxury Light-up | $250.00 |
| Standard | 225.00 |
| Windsor | 175.00 |

### A.M.I.

| | |
|---|---|
| Top Flight, refinished like new | $150.00 |
| Streamliner, refinished like new | 200.00 |
| Singing Tower | 150.00 |

**THIS IS THE CLEANEST LOT OF MACHINES AND LOWEST PRICES IN CANADA**

**We do not list any equipment we do not have. All machines advertised are on our floor at the present time. NO EXTRA CHARGE FOR CRATING.**

# FRANK KIRKE Novelty

**241 King Street East, Toronto, Ontario WA. 4077**

# An Operator Tells-

arrived on the scene and just like their 1924 counterparts, they are doing practically nothing to realistically combat the competition.

Individually, they just gripe and complain, unwilling to face cold facts, reluctant to accept the time-proven truth that advertising and promotion, particularly point-of-sale showmanship exploitation, can help them in exactly the same financially profitable fashion as it has all other firms selling to the public.

Billions and billions are expended annually by a long list of national advertisers on point-of-sale advertising posters and displays, the tried, tested, proven on-the-spot reminder that, by the power of suggestion, subtly suggests consumer purchase. The juke box industry, individually or collectively does nothing to stimulate action at the point-of-sale, the most advantageous of all advertising positions.

Televison—No. 1 competitor of juke boxes has been quick to acknowledge the necessity of point-of-sale advertising posters and displays.

(2) Juke box operators, individually, are not promotion minded or advertising conscious. From the start, advertising and exploitation was something they neither knew or cared about. Almost unanimously, they adopted an attitude that it was senseless to spend money advertising a business that was a "natural" overnight bonanza. As far as the great majority were concerned, advertising had no place in their scheme of things—they were thriving without it.

Juke box manufacturers are, in a great measure, responsible for this almost complete disregard of advertising and promotion, without which few businesses can flourish successfully. The automatic music machine manufacturers, through trade paper advertising and high pressure personal selling methods, convinced the operators that the only requirement needed to maintain high grosses was to purchase and install new model machines each year. These streamlined, chrome trimmed, brilliantly illuminated machines, purchased at tremendous cost, unquestionably did attract increased interest, but alas, unfortunately for the operator, they were unable to produce sufficient increased income to warrant the high annual investment.

(3) Wired music has become increasingly popular. In "class" restaurants, etc., where such installations have been made, the juke box is completely out of the picture, thus eliminating thousands of highly remunerative locations.

(4) Operators, and particularly their service men, almost completely ignore the demands of the public. Due to the high pressure selling methods, or friendliness toward record manufacturers and their salesmen, operators will load their machines with vocal and instrumental records that never have a chance of becoming popular, thus minimizing the potential play of their boxes. They completely forget that the public cannot be forced into buying anything that is unacceptable to them.

Another common fault of operators, is that titles listed on machine directory are, more often than not, illegibly written by hand, in most cases so indistinct, that the potential player is unable to read it, thus prevented from selecting the song of his choice. Many plays are lost through negligence of this sort. Ofttimes through utter carlessness, the recording heard does not correspond with the title listed in the directory, causing annoyance to the player, resulting in loss of not only money but good will, the life blood of any sound business.

By and large, the average juke box operator needs help right now. He must be made to realize that he is in "show business", selling music to the public and he must apply modern showmanship promotion methods, if he is to continue to exist in the face of current competition.

What the operator really needs is a Public Relations Program. The thought of hiring a Public Relations Man for such problems is beyond the operator's fondest dream.

(continued on Page 16)

Tel-A-Tone—

OF VANCOUVER —

PIONEERS AND LEADING MANUFACTURERS OF SELECTIVE WIRED MUSIC IN CANADA. THE ONLY COMPANY HAVING PATENT PROTECTION FOR THE MANUFACTURING AND OPERATION OF REMOTE CONTROL LOCK-OUT WALL AND COUNTER BOXES FOR SELECTIVE WIRED MUSIC IN CANADA AND THE UNITED STATES OF AMERICA.

Tel-A-Tone Ltd.

736 Granville St. Vancouver, B.C.

**AN OPERATOR TELLS—**

A good Public Relations Program costs money and no individual operator can afford one.

Now—the solution to all of an operator's problem is —first to organize. This is not an easy task but it is far easier than he realizes. All you have to do is get together with your fellow operator—don't try to get too many together at the first meeting—discuss the forming of a group. After two or three meetings, the next step is to get all the operators together and invite a leader from your group to invite a President of a Guild or Association from a nearby city. Have him come in and work with you to form a nucleus. You will be surprised how rapidly you can organize a Guild.

You will discover after your group is in action you can all work together as a unit. You can get ideas from each other and straighten out gradually all your difficulties. Remember you cannot solve all your problems at one, two, or even five meetings. If you make a little headway at each meeting, then and only then will you be making progress.

Take my word for it, you will never regret forming an organization. If these few remarks that I have set forth will help do the trick, then I feel I have contributed much to make us both happy. One thing is sure as shooting— THERE IS DEFINITELY A NEED FOR A MUSIC GUILD IN YOUR CITY.

**CANADIAN COINAGE**

Jack Garland of Nipissing, said in Commons that Canadians could save $500,000,000 a year through a revised coinage system. Speaking in the budget debate, Garland suggested that a 2½-cent and a 7½-cent coin be minted.

He said that about $1,500,000 goes to waste each day in Canada. Articles are priced closest to the most convenient coin rather than to the value of the article. Under the present coinage system, he said, it all too frequently happens that when a nickel article is no longer sold at a profit it is boosted to 10 cents. The 10-cent items were boosted to 15 cents, he pointed out.

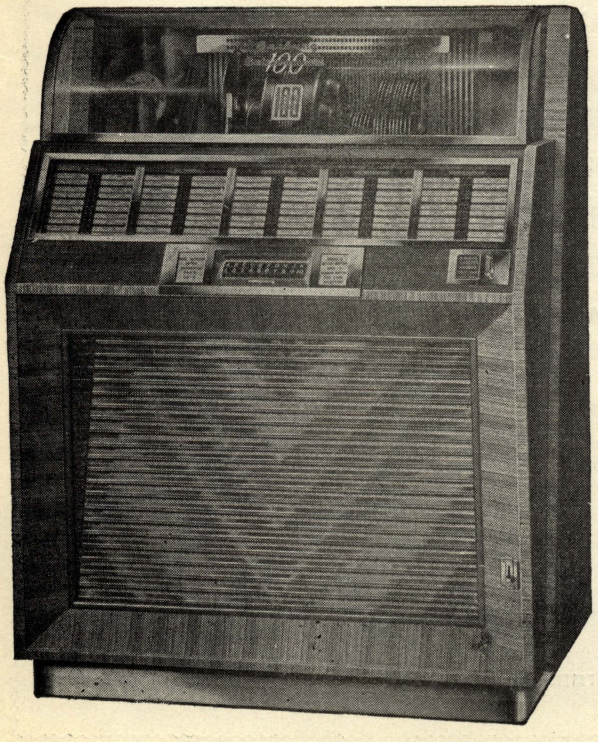
**PLAN MULT. MODEL VENDER SHOW CENTRE**

Bayne Phipps, head of Spacarb of Washington, reports he is completing plans to set up the automatic merchandising industry's first vending equipment display centre. While he will be a distributor for some of the units, others will be displayed to round out the permanent exhibit "where the best in vending equipment of all types can be seen and demonstrated."

**DERAN APPOINTS REP**

CAMBRIDGE, Mass.—The Deran Confectionery Company here this week appointed Alfred A. Stemke, Greendale, Wis., as its representative in Minnesota, North and South Dakota.


# READY FOR SHIPMENT!



*The NEW Seeburg*

*Select-o-matic 100*

**Start the money rolling in with this Potential Moneymaker!**

***CONTACT—Western Canada Distributor***

# VAN DUSEN BROS.

**10147 - 112 Street Edmonton, Alberta**

Mr. Eddie Sargent,

Canadian Coin Box,

Owen Sound, Ont.

Dear Sir:

Please be advised that our Montreal Branch Office has moved to:

1951 St. James St. W.,
Montreal, Quebec

TELEPHONE — Fitzroy 4981

We should appreciate an insert in your forthcoming issue announcing the above removal, and at which location Mr. Charlie Nault will welcome old and new customers.

A complete stock of Wurlitzer Automatic Phonographs and parts will be maintained at the above premises. You can use your own discretion as far as the write-up is concerned, as long as it appears in your next issue.

Thank you for giving this request your usual courtesy, we remain,

Yours very truly,

SIEGEL DISTRIBUTING COMPANY LIMITED

S. H. Altman


## FOR SALE

**Mini Snooker** ..... **$175.00**
(excellent condition)

Also clearing at sacrifice prices

**Five Balls—Tennessee**
**Mardi Gras—Thrill-Sally**

**WANTED:**

700's - 750's

1015's - 1100's

SLOTS

**ATLAS MUSIC CO.**

**Phone 4-7833**

**891 Bank St.** **Ottawa, Ont.**

**(Ernie Dowsett)**



## FOR SALE

# 2 Only

## International Muloscope Photomatics

**Make us an offer!**

# Gus Winter Ltd.

**332 Water Street**
**St. John's, Newfoundland**


Eddy Sargent,

Terminal Bldg.,

Owen Sound, Ont.

Eric Leibman has disposed of Toronto link in his Ontario network of wired music to his former manager, John Small. Leibman will devote himself exclusively to development and distribution of record and radio music and television with special eye on coin controlled exploitations. Wonderful showing of selective solotone contained in network was instrumental in this transaction.

—Melody Lane.

### LAWRENCE NOVELTY MANUFACTURERS OF PENNY WEIGH SCALES

A news release from Leoud Drapkin, president of Lawrence Novelty Reg'd. in Montreal, states that for the past year they have been operating Coin Operation Scales known as the Penny Weigh Scale.

Mr. Drapkin states that after a test period of six months on location they have proven themselves very accurate and sturdy and very simple from the mechanical standpoint.

The money making potential of these scales in the past have proven this and we are happy that Drapkin has provided a Canadian Scale for Canadian market. Interested operators are advised to contact the Penny Weigh Scale Limited, 1436 Notre Dame St. W., Montreal, Que.

## Al Siegel and Staff

**Extend**

## Sincere Congratulations

**To**

# Eddie Sargent

***The Editor***

Of the

## Coin Box & Vending

For his efforts in behalf of Operators and this Industry in the Celebration of the---

# Fourth Anniversary

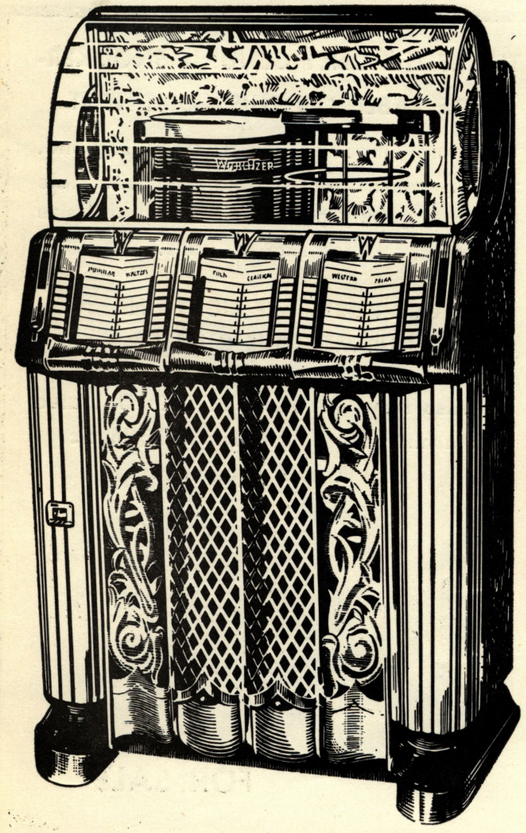




## Soaring To New Heights . . .

Tha Widely Acclaimed Beautiful New

# WURLITZER



***Model***

## "Twelve-Fifty"

***Now Selling at***

# $1149.

**(Easy Terms Available)**

**NOTE!** 30 Wire Wall Boxes Now Available at all offices

Get in touch with us for USED Equipment - A big stock to choose from

## SIEGEL DISTRIBUTING CO. Ltd.

**EXCLUSIVE WURLITZER DISTRIBUTORS**

**HEAD OFFICE**
477 YONGE STREET
TORONTO, ONT.

FACTORY—NEWMARKET, ONT.
SALES AND SERVICE BRANCHES:
TORONTO, MONTREAL, VANCOUVER

# AMI Setting Records!

## 40 Record Selections — 20 Records

With coin operated phonographs again coming into the Dominion, the people of Canada may once more enjoy listening to the music of their choice from the very latest model Jukeboxes.

Among the automatic phonographs now being imported is the AMI Model "C" whose widespread popularity in the United States bids fair to be duplicated here. The manufacturer, AMI Incorporated, has had a phenomenal growth since the war, with their current Model "C" Jukebox contending for first position while previous postwar Models "A" and "B" are selling at premium prices in the used equipment market.

AMI, one of the oldest names in the coin operated music industry, manufactures a complete line of equipment to meet every need of the music operator. The firm assumed a new management late in 1945, and beginning with the "A" Model early in 1946, introduced an entirely new and amazingly simple mechanism which provided the patron with a choice of 40 selections from 20 records which were automatically turned to be played on either side.

The method of record play used by all AMI post-war models is similar to that used in the finest home phonographs. Tone arm and needle lightly ride the record grooves exerting no pressure except gravity to reproduce and fidelity of tone with which it was recorded. Even worn and warped records are easily handled by AMI's record playing mechanism.

In discussions with operators in the United States it

(continued on Page 24)


**Hearty Congratulations**

TO

**Eddie Sargent**

on his

4TH ANNIVERSARY

in publishing the Canadian COIN BOX

Johnny Achledates

"MR. JOHNNY"

**VICTORY NOVELTY**

1187 Beaubien St. MONTREAL, P.Q.

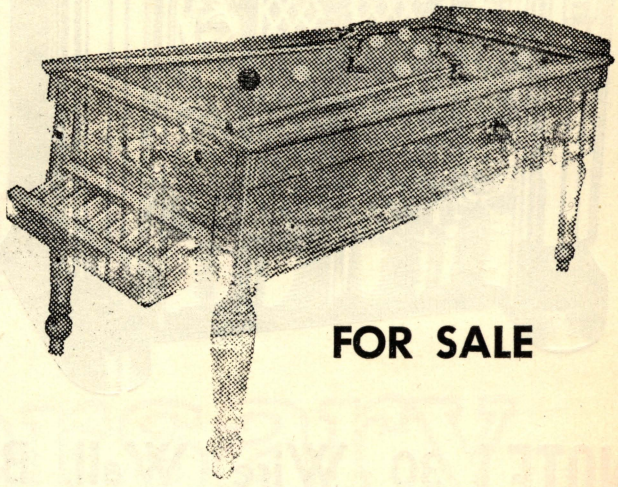


**THIS IS THE ONLY GENUINE SNOOKERETTE TABLE ON THIS CONTINENT**

They are imported direct from England. Sturdily constructed of solid oak, with slate top, best quality green baize, standard size pool cues, genuine snooker balls.

**OUR PRICES ARE RIGHT AND OUR MOTTO IS QUALITY**

**We Also Have All Kinds of Coin Operated Machines For Sale — Pin Balls, Music and Arcade Equipment.**



**FOR SALE**

**CHEVRIER & LARIN**

4241 Delaroche St. AM. 2394

MONTREAL

**EUGENE CHEVRIER**

2411 Dundas St. W. KE. 8852

TORONTO

# Accepted as Tops Across Canada . . .

## THE NEW SEHL COIN BOX

## ALL THE LATEST IMPROVEMENTS

*Features . . .*

A Canadian Product

•

Larger Returns

•

Sits Neatly on the wall Less Space For Application

More For Your Money

•

Cheat Proof

•

Always Neat & Clean

•

Reasonably Priced

## THE WALL BOX WITH PRIDE OF OWNERSHIP

Manufactured by

# SEHL ENGINEERING COMPANY

136 OTTAWA STREET KITCHENER, ONTARIO

Distributed by

TORONTO TRADING POST
736-8 Yonge Street, Toronto, Ontario

DONALD FIELDING COMPANY, LIMITED
587 Bank Street, Ottawa, Ontario

G. H. MARTIN LIMITED
193 Hastings Street, Vancouver, B.C.

WINNIPEG COIN MACHINE COMPANY
277 Donald Street, Winnipeg, Manitoba

SASKATOON COIN MACHINE CO.
233 Twenty-second St., Saskatoon, Sask.

VICTORY NOVELTY COMPANY
1887 Beaubien E., Montreal 35, Quebec

JONES ELECTRIC SUPPLY COMPANY LTD.
96 King St., St. John, N.B.

NATIONAL AMUSEMENTS & NOVELTIES LIMITED
Debert, N.S.

# WALLY WILSON'S WURLITZER

## Showing Big Success

Mr. and Mrs. Wally Wilson and Service Manager pose with the New Wurlitzer "1250"

Art Lipton congratulates Wally and wishes him success

# HIT HIT HIT Parade

by

# COLUMBIA

| | | | |
|---|---|---|---|
| 1. | GOODNIGHT, IRENE | FRANK SINATRA | C1588 |
| | | GENE AUTRY | C1608 |
| 2. | MONA LISA | HARRY JAMES | C1515 |
| 3. | ALL MY LOVE | XAVIER CUGAT | C1590 |
| | | PERCY FAITH | C1601 |
| 4. | HARBOR LIGHTS | SAMMY KAYE | C1614 |
| | | KEN GRIFFIN | C1583 |
| 5. | PLAY A SIMPLE MELODY | DINAH SHORE | C1553 |
| 6. | CAN ANYONE EXPLAIN? | DINAH SHORE | C1605 |
| 7. | SAM'S SONG | TONI HARPER | C1576 |
| 8. | LA VIE EN ROSE | HARRY JAMES | C1515 |
| | | EDITH PIAF | C6404 |
| 9. | BONAPARTE'S RETREAT | PHIL NAPOLEON | C1596 |
| 10. | NEVERTHELESS | PAUL WESTON | C1629 |

GOING STRONG

| | | |
|---|---|---|
| PATRICIA | DICK JURGENS | C1615 |
| THINKING OF YOU | SARAH VAUGHAN | C1604 |
| BODY AND SOUL | FREDDY GARDNER (Saxophone) | C1622 |

# RCA VICTOR

| | | | |
|---|---|---|---|
| 1. | 20-3870 | GOOD NIGHT, IRENE | DENNIS DAY |
| 2. | 20-3766 | BONAPARTE'S RETREAT | GENE KRUPA |
| 3. | 20-3753 | MONA LISA | DENNIS DAY |
| 4. | 20-3819 | LA VIE EN ROSE | TONY MARTIN |
| 5. | 20-3798 | SAM'S SONG | FREDDY MARTIN |
| 6. | 20-3902 | CAN ANYONE EXPLAIN? | LARRY GREEN |
| 7. | 58-0152 | I'M MOVIN' ON | HANK SNOW |
| 8. | 20-3889 | LA VIE EN ROSE | RALPH FLANAGAN |
| 9. | 20-3883 | MUSIC, MAESTRO, PLEASE | TONY MARTIN |
| 10. | 20-3847 | TZENA TZENA TZENA | RALPH FLANAGAN |

## LETTER TO THE EDITOR

October 16, 1950.

Mr. Eddie Sargent,
The Canadian Coin Box and Vending,
Owen Sound, Ontario.

Dear Eddie:

It seems like yesterday when you, four years ago, called on me with the news that you were going to publish a monthly for the Canadian coin machine trade. Not knowing you and the stuff you are made of, I could not help but voice my opinion that you would not make the grade independently as you vowed you would do it. Remember, how I insisted that you name me the big man in the industry whose backing you would have to have in order to survive?

Well, Eddie, you have done it; you have delivered the goods to our trade, have succeeded here as you have in other lines of endeavour that you have chosen. And I wonder if the men in this industry appreciate it as I do. It seems to me that more than mere congratulations would be in order and the boys should busy themselves and bestow on you some signal token of esteem.

May I urge you to insert this letter with the hope that someone somewhere will start something that will lead to official recognition of credit where and to whom it is due. For myself, as a friend: The best to you and as a coin machine man, may your efforts be available to the industry for many years to come!

Most sincerely yours,
ERIC LIEBMAN.

Thank you, Eric.—The Editor.


Your Headquarters for

# Solotone Music!

Get in touch with us immediately! We have the biggest money making product in the Coin Business today.

## Victory Novelty Co.

1887 Beaubien E. Montreal, Que.

Phone TA 4882

# AMI Setting—

would appear that the high degree of acceptance won by AMI is in large part due to the continuing trouble free operation of their Jukeboxes. This dependability and performance is of especial importance to the operator for it lessens the number of service calls he must make and, of course, thereby lessens his cost of operation. Another important low-cost factor is the case with which the AMI is serviced for collections and record changing as well as the comparative economy of providing a comprehensive both vocal and instrumental music with the same clarity musical offering of 40 selections with only 20 records.

Highly regarded by distributors and operators alike, AMI is a youthful and hard-hitting organization. The talents of its large staff of trained engineers are reflected in the precision engineering which characterizes the AMI Jukebox. Skilled factory personnel and frequent inspections throughout production give ample assurance of the painstaking care with which the AMI Jukebox is assembled.

With the exception of a very few parts — and even these are fabricated in accordance with stringent specifications — the current Model "C" is manufactured in its entirety at the AMI factory. Accompanying photographs, taken on a recent trip through the Grand Rapids, Mich., plant, describe some of the many activities carried on by AMI.

Canadian distributors for AMI are the Toronto Trading Post, Toronto, Ont.; Roxy Specialty Corporation, Montreal, Que.; and Allan Pullmer, Winnipeg, Man.

## LETTER TO THE EDITOR

Montreal, September 14, 1950

Mr. Eddie Sargent,
The Canadian Coin Box,
Owen Sound, Ont.

Dear Sir,

You will oblige me very much by telling me where I can buy at the best price double and triple one cent and five cents peanuts and candy machines. I have a small route of these machines which consist mainly of used machines that I bought here and there. I am under the impression that it will be more profitable to have new, good looking machines.

Trusting to receive your reply as soon as possible, I remain,

Yours truly,

ERNEST ETHIER
6560 Clark St.,
Montreal, Que.

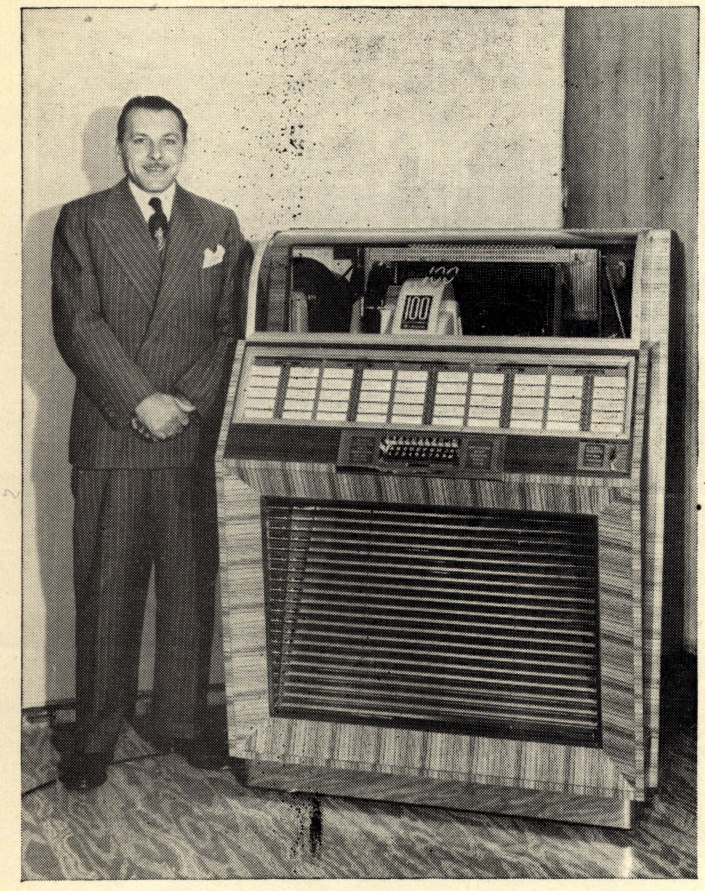
# Congratulations !!

## EDDIE

**Four years ago the Canadia operators across Canada received the first copy of the Canadian Coin Box. Since then we have come to look upon this publication as an accepted and very necessary part of our business . . . and I extend congratulations to Eddie Sargent for his contribution towards ethical standards in the Coin Machine Trade here in Canada. May the Coin Box continue to flourish in years to come.**

**Signed,**

**MARTY MOROSNICK**



"AINT IT A BEAUT ?"—says Bernie

## Bernie Adamson in Calgary

VAN DUSEN Bros. have Opened a Calgary Office at 906 - 9th Ave. E.

Bernie Adamson, Mgr.stands with the Beautiful New Seeburg "100"

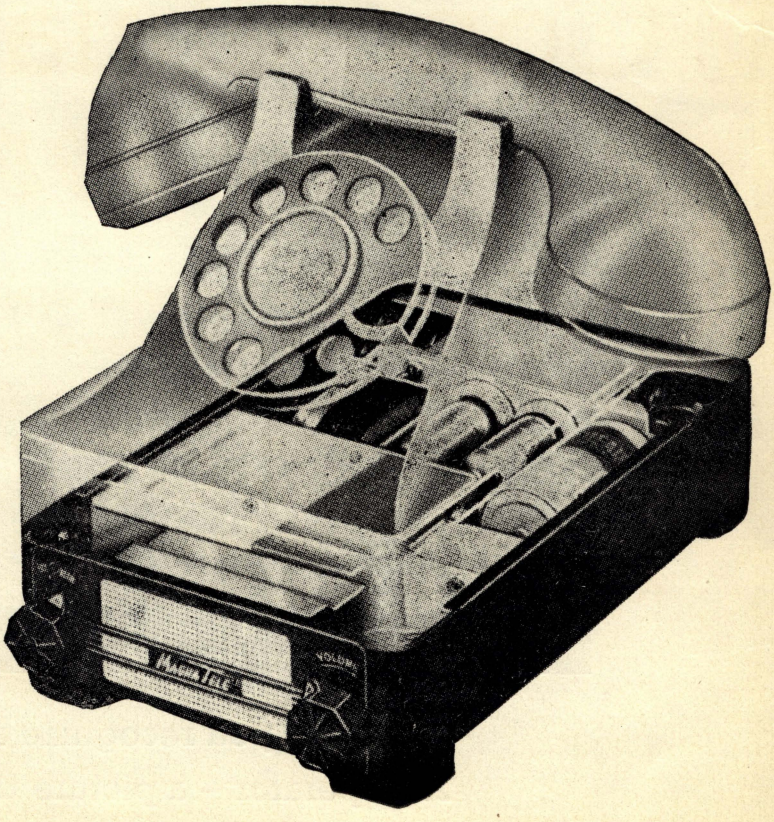

# Magna-Tel

Now at last you can do away with tiresome --"Receiver holding"

Amplified Telephone Service

YOURS FOR ONLY

**$46.50**



# Century Products

**175 Bloor St. E.** **Toronto**

# STILL LEADERS - - AND STILL GOING STRONG!

Through the courtesy of Frank Kirke, who supplied the above photo, we present an interesting photo above. Many in the picture are still prominent leaders in the automatic merchandising field today, such as Mac Fine, Ernie Dowsett, Romeo Laniel, Jack Schwartz, Mack Levin and many others.

# *By Gone Reminisences*

## *Of Days That Used To Be*

Can you recognize any of the above ?

All operator -- a picture taken in 1941 in Toronto

# FOR SALE

# Used Games

## Cleaned and Reconditioned

### GENCOS

| | |
|---|---|
| Puddinhead | $225.00 |
| Triple Action | 200.00 |
| Mardi Gras | 200.00 |
| One-Two-Three | 200.00 |
| Floating Power | 250.00 |
| Black Gold | 275.00 |

### WILLIAMS

| | |
|---|---|
| Yanks | $200.00 |
| Saratoga | 250.00 |
| Gizmo | 200.00 |
| Phoenix | 225.00 |
| El Paso | 275.00 |
| Dallas | 275.00 |

### GOTTLIEB

| | |
|---|---|
| Cinderella | $225.00 |
| Jack and Jill | 225.00 |
| Robin Hood | 225.00 |
| Richelieu | 275.00 |
| Sea Breeze | 225.00 |
| Humpty Dumpty | 200.00 |
| Barnacle Bill | 250.00 |
| Bowling Champ | 275.00 |
| Ali Baba | 225.00 |

### BALLY

| | |
|---|---|
| Rancho | $200.00 |
| Triumph | 125.00 |

### EXHIBIT

| | |
|---|---|
| Tumble Weeds | $335.00 |
| Build Up | 200.00 |
| Magic | 250.00 |

**TERMS: ONE-THIRD CERTIFIED DEPOSIT**

### UNITED

| | |
|---|---|
| Blue Skies | $225.00 |
| Wisconsin | 225.00 |
| Star Dust | 225.00 |
| Ramona | 260.00 |

### ONE BALLS BALLY

| | |
|---|---|
| Long Acres | $200.00 |
| Jockey Special | 400.00 |
| Gold Cups | 425.00 |

### SHUFFLE ALLEYS

| | |
|---|---|
| 9½ ft. Rockola Shuffle Lanes | $295.00 |
| 8 ft. United Shuffle Alleys | 295.00 |
| Chicago Coin Bowling Alleys (Blue Fronts) | 375.00 |

### KEENEY

| | |
|---|---|
| Keeney Shuffle Alleys | 300.00 |

### $50.00 Each — Cleaned and Reconditioned

| | |
|---|---|
| Superliners | Miami Beach |
| Stage Doors | Play Ball |
| Double Barrel | Star Attraction |
| Boloway | Sot Poola |
| Horoscope | Spot Pools |
| Follies | Blondie |
| Four Diamonds | 10 Spot |
| Hi-Hat | |

### $75.00 Each

| | |
|---|---|
| Carouselle | Cyclone |

**TERMS: ONE-THIRD CERTIFIED DEPOSIT**

# Lawrence Novelty Reg'd

1436 NOTRE DAME WEST MONTREAL 3, P.Q.

# Pot Pourri . . .

Jack Emery and Vince Brian, who are franchised operators for Wurlitzers in Regina, are expanding their locations. . . .

Art Lipton, whose column returns to this mag. next month, has just returned from a Trans-Canada tour extending from Newfoundland to B.C. . . .

Look for Zenith president E. F. McDonald, Jr., to ask for **still another FCC extension on his proposed Chicago phonevision test** unless the bit movie makers come across with films for the experiment by November 1. The test will never be made, he says, until he has a cross-section of Hollywood films.

Meantime, **Zenith is continuing its war of nerves against the movie industry,** citing facts and figures to show that its pay-as-you-see phonevision offers a financial salvation to movie makers plagued by sagging sales curves at the box office. While theatre attendance continues to drop in U.S. TV markets, in Canada, where there is no TV, ticket sales are booming. Sales were up 11% in 1948 over 1947, jumped 13% in 1949 and seem to be moving up faster and faster this year.

Don't be **lulled into false optimism** over reports that current military and foreign aid appropriations will take only an insignificant amount of steel. They will, but that's not the whole story. Yet to come are supplemental military requests; **more may be needed for re-arming western Europe;** and there's talk of military aid to the Philippines and our friends in Asia.

Now that the tax on cigarette machines in the province of Quebec has been rescinded, extensive operations will commence there shortly. . . . Look for the breaking of the biggest Vending operation in Toronto and Montreal within the next month. A large syndicate with connections with E. P. Taylor and his associates are stepping into the field. This will be mostly in the Drink Dispensing field. . . . Mile-O-Meter of Canada, a division of Century Products of Toronto, are presently breaking a large campaign, making available this sensational gas saving product for the Canadian market. . . . Wally Wilson, the Wurlitzer distributor in the West, states that the official showing on the 25th of December was sensational. Such operators as Joe Nesby of Fort William, Morley Forsythe of Nepawa being the big buyers. . . . Morley Forsythe is unique in the fact that he is the only Canadian operator who services his machines with his own airplane. He flies about his territory and is a living example that time is money to operators. . . . Morty Schwartz, away from Montreal on an extensive business trip, has had his office advise us that they have been informed from the Rock-Ola headquarters in Chicago that their beautiful 50 record machine will make its appearance very shortly in Canada. . . . Most important of all, he states that they will be available at a very special low price, more later. . . .

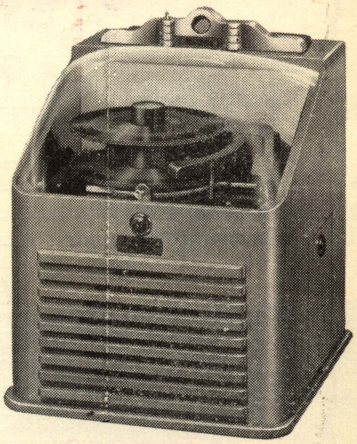
Congratulations on our 4th publication have been pouring into this office. We have heard from Ernie Dowsett, Wes Van Dusen, Marty Morosnick, Johnny Achlidates, Allan Pullmer, Wally Wilson, George Ellis of Teletone, Al Siegel, Frank Kirke, Bill Fielding, Vincent Barrie, Mack Levin, Moe Fine, Bill Fitzgerald of the AMI in Grand Rapids and Gene Chevier. . . .


OPERATORS!

Here's the ONLY Successful Music Box ever Designed for the SMALL LOCATIONS

**PLAYS 12—45 RPM RECORDS—** restacks automatically. Unbreakable 45 R.P.M.'s outlast all others.

**5c—2 FOR 5c PLAY—** slug rejecting mechanism—separate cash drawer and key.



RISTAUCRAT '45'

Here for the first time is a PHONOGRAPH that means PROFITS for YOU from the small locations. Precision engineered RISTAUCRAT "45" plays 12 45 R.P.M. records at one time, restacking them automatically. Compact, low cost, RISTAUCRAT "45" gives you fast, steady profits from spots such as Motels, Small Taverns, Road Stands, Drugstores, and similar places, yet it's PRICED at only a FRACTION OF THE COST OF A LARGE JUKE BOX.

IDEAL FOR RENTAL PURPOSES

**SUPERB TONE** — clear, tone is comparable to the most expensive phonographs made.

**HANDSOME CABINET—** hand finished; unbreakable plexiglas dome top is lighted in soft, glowing color.

**LIGHTWEIGHT—** weighs only 30 lbs. Measures 12" wide, 12¾" deep, 16" high.

**WALL SPEAKERS** —one or two wall or bar speakers can be connected very quickly and easily.

**PROFITABLE** —low unit cost enables you to open dodens of small, profitable locations.

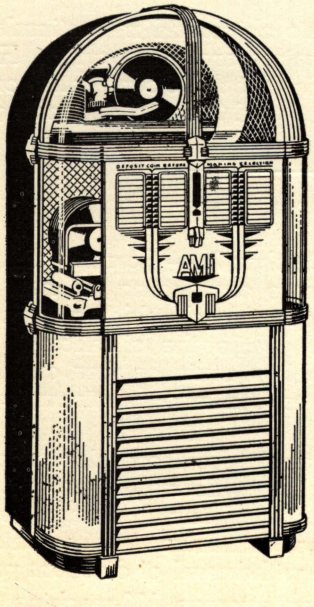
RISTAUCRAT, Inc.
1216 E. Wisconsin Ave. Appleton, Wis

# For Faraway Places!

Those choice locations in faraway places seem to be a lot closer when there's an AMI to bring the music. Distances of one-hundred miles and more create no problem for the operator with an AMI in the remote spots.

The huge cash box on the model "C" allows the machine to go uncollected for a couple of weeks at least. AMI's sturdy, dependable mechanism assures continuing trouble-free performance, lets operators forget about breakdowns that don't occur. And the model "C" is so light, so compact, so easily handled, that only one man need ever accompany this juke box to any faraway place.

Extend your income by extending your territory—with an AMI model "C"



**First Juke on the Moon?**

*One of these years some hardy band of jet-propelled adventurers is going to want a juke box on the moon. The operator whose route reaches out into interstellar space will probably put an AMI in that lunar location.*

AMI *Incorporated*

*General Offices and Factory:* 1500 Union Ave., S.E., Grand Rapids 2, Mich.

**ALLAN PULLMER**
30 Buckingham Apts.
WINNIPEG, MAN.

**TORONTO TRADING POST LTD.**
736 Yonge St.
TORONTO 5, ONTARIO

**ROXY SPECIALTY CORPORATION**
703 Notre Dame St., W.
MONTREAL 3, QUEBEC

# Rule Slot Machines Legal if Free Games Only Prize

St. Catharines, Ont., October 19. — A slot machine or a pinball machine is legal if it automatically enables a winner to play more free games and does not return him coins or merchandise for winning, three justices of the appelate court of Ontario decided yesterday in the case of Charles Knapp, St. Catharines. Knapp was charged with having a slot machine in Crowland township last December and was convicted by Magistrate T. George Street. He appealed, but Judge Harold Fuller upheld the decision.

Justices Hogg, Roach and Aylesworth reversed the decision and awarded the confiscated machine back to Knapp. The case was considered a test case.

Knapp's machine was the old type slot machine with a handle for operating, and three rolls of pictures of fruit, bells, bars, etc. Upon the proper combination turning up, a number lit up indicating how many more free games might be played without inserting further coins.

In his reasons for judgment, Mr. Justice Hogg notes that Crown Counsel C. P. Hope argued that the right to free games for a winner "should be looked upon as a premium or reward".

Mr. Justice Hogg found: "I do not think it can be said that a right to replay is delivered or returned to the person playing it, and in my opinion an absurd and unreasonable construction would be placed upon the words 'any money, premium, prize' and the immediately following words in Section I, to hold that these words included a mere right to replay the contrivance. The right given to the player under certain circumstances to again operate the machine without the insertion of anything into it, may, I think, be termed a right to obtain further amusement."

Mr. Justice Hope hinted at his opinion of "juke boxes" in his decision. "The contraption known as a 'juke box' is operated by the insertion of a coin and delivers or returns what is considered amusement by a large class of persons, in the form of a loud noise. This return from the operation of a juke box may, I think, be considered analogous to the right given to replay the machine in question in this appeal. All that is returned to the player is something that amuses him or is intended to have such effect."

Best Wishes to—
Eddie Sargent
And
Coin Box
ON
4th Anniversary
from Art Thibeault
Cornwall Music
706 Montreal Rd. CORNWALL

## CANADIAN OPS USE NEW ITEMS AS TAX CANCELS 5c CANDY BAR

St. John, N.B., October 7. — Candy vendors throughout the Eastern provinces in Canada are discarding confection items for potato chips, nuts and dulse, which are packs of a boneless fish wrapped in cellophane. Operators are being forced to vend such items that can still be sold at a profit for a nickle, now that the Dominion's 30 per cent defense tax on candy has jumped retail prices on bars and erstwhile nickel packaged items to 7 and 8 cents, with a strong probability these same "nickel" items will go up to 9 or 10 cents.

During the second World War when similar government levies lifted candy bars and packaged lines to 7 and 8 cents, the replacements first entered the vending picture. Too, scarcity of candy became an additional complication and assured a stiffer demand for the substitutes, particularly potato chips.

The sale of fish, potato chips and nuts stimulates soft drink consumption, operators are discovering. However, a "fly in the ointment" is that the 5-cent bottle or cup of "pop" is also selling for 6 and 7 cents, depending on the area.

## JUKE OPS FACE TUBE SHORTAGE

NEW YORK, N.Y., October 7. — Scarcity of tubes has phonograph operators here scrounging for new sources in order to build up stockpiles should the supply situation deteriorate further. While the situation is still far from critical, it is a problem route owners cannot afford to ignore if they hope to continue uninterrupted operation.

The tubes in short supply are those also used in television sets. Operators report normal sources no longer honor orders by mail or telephone, but must be dunned personally in order to get minimum requirements. Prices also have risen through withdrawal of discount privileges.

Operators estimate an average 100-machine route requires three to five replacement tubes weekly.

# VALUES IN— Pins, Music Consoles Counter & Arcade Equipment

## FOR IMMEDIATE DELIVERY

**PINS:**

| | |
|---|---|
| Carribean | $165.00 |
| Monterrey | 165.00 |
| Wisconsin | 165.00 |
| Ramona | 199.50 |
| Golden Gloves | 349.50 |
| Super Contact | 299.50 |
| Action Barrel | 135.00 |
| Stormy | 167.50 |

**MUSIC:**

| | |
|---|---|
| Wurlitzer 750 | $225.00 |
| Wurlitzer 780 | 250.00 |
| Rockola Super | 189.50 |
| Rockola Luxury Lite | 189.50 |
| Rockola Windsor | 119.50 |
| Mills Mother Pearl | 250.00 |
| Mills Empress | 299.50 |

Wall Boxes $5.00 and up

**CONSOLES:**

Free Play and Pay Out

| | |
|---|---|
| Evans Races | $699.50 |
| Paces, black | 50.00 |
| Paces, brown | 65.00 |
| Mills F.P. Vender | 199.50 |
| Mills F.P. Goosen | 119.50 |
| Mills F.P. Bonus | 299.50 |

Slots from $50.00 up

Non-Selective Melody Lane and Solotone, Boxes and Amplifiers and Studio Equipment—write
Selective Melody Lane, Solotone with Records, Radio and/or Television from Hideaway—write

| | |
|---|---|
| Ristaucrat Counter Jukes | write |
| Wurlitzer Counter Jukes | write |
| Rockola Shuffle Lane with Lite Up Pins | $199.50 |

**ARCADE:**

| | |
|---|---|
| Keeney Ack Ack Gun | $ 67.50 |
| Mutoscope Sky Fighter | 199.50 |
| Keeney Submarine | 187.50 |
| Chi Coin Pistol | 299.50 |
| Dale Gun | 249.50 |
| Rockola World's Series | 99.50 |

**EXTRA SPECIAL:**

3 Unit Turret Gunner

Original Cost $4,200—at $1,150

| | |
|---|---|
| Panorams and Peeks | $235.00 |
| Goalie | 149.50 |
| Batt. Practice | 149.50 |

**Card Venders:** Exhibit wood. Counter Model, two column ..... $29.50
Exhibit wood. Floor Model, two column ..... 59.50
Mutoscope, steel, 3 column ctr. or floor ..... 67.50

This equipment has only operated three out of every 12 months since new, in a summer arcade.

Free Delivery within 400 miles of Toronto—Terms to responsible operators.

# Wasaga Recreations Ltd.

**124 Harbord, Toronto, Ont.**

**Phone RA 7177**

# Distributors

# WANTED

# For the Famous

# MILE-O-MATIC

## Read this story out of Time Magazine

September 25, 1950

**NEW PRODUCTS**

**GAS GADGET**

Over a 3.4-mile course on the New Hampshire Turnpike last week, two small cars sped back & forth, competing in a miles-per-gallon mileage test. The cars were Nash's new "Rambler," and Kaiser-Frazer Corp.'s "Henry J.," making its first public appearance. The Heny J. made 34 miles to the gallon, v. the Rambler's 32

One of the few people present who did not care which car won was President Andrew J. White of Boston's Gale Hall Engineering Inc. He alternated driving both cars because the competition was also a test of Gale Hall's dashboard "Mile-o-Meter." The meter shows the driver the rate at which he is using gas, thus warns him when he is driving uneconomically (e.g., stopping & starting too fast) or his engine is wasting gas. The meter has a rubber tube to the intake manifold; the manifold pressure controls a needle on the dashboard dial, which shows the rate of gas consumption.

In eleven months, Gale Hall nas sold 846,000 meters. Price: $7.50 (a chromium model sells for $12.95. With the American Automobile Association's stamp of approval as a result of the test, President White hoped to double his sales.

# Mile-O-Meter of Canada

A Division of Century Products

175 Bloor St. E. TORONTO

# 50 Coin Operated Hotel Radios

50 Gilcor Radios, 60 cycle
25c operation, reg. 98.50 Each **$34.00**

No down payment -- pay for them out of revenue — Ready for location

Will ship immediately
APPLY TO **Eddie Sargennt**
Coin Box
OWEN
SOUND

# LARGEST STOCK IN CANADA

## AT LOWEST PRICES IN CANADA

**ALL OUR WAREHOUSES ARE FULL**

PIN BALL GAMES MUSIC BOXES ARCADE EQUIPMENT

We are now in our eighteenth year doing business in Coin Operated Machines. We are very proud of the reputation that we have built up during this period. This reputation we are going to stake on the statement that we can supply the Canadian Coin Machine Operator with the best equipment in the business and at the lowest price—our guarantee is—ALL GOODS ARE RETURNABLE IN SEVEN DAYS AND FULL REFUND MADE.

Our vast experience importing equipment is available to you, let us do your buying in the United States and we guarantee you will save money.

## ALL NEW FIVE BALL GAMES AS RELEASED

**$425.00**—Gottlieb "Four Horsemen" Genco "Harvest Time" Williams "Georgia"

## RECENT FACTORY RECONDITIONED GAMES PRICED UP TO $325.00

"Just 21" "College Daze" "King Arthur" and
"Be-Bop" "Three Musketeers" "Sharpshooters" others

## FACTORY RECONDITIONED GAMES PRICED UP TO $175.00

"Lady Robin Hood" "Humpty Dumpty" "Paradise" and
"Trade Winds" "Monterrey" "Mardi Gras" others

## FACTORY RECONDITIONED GAMES PRICED FROM $35.00 to $95.00

"Torchy" "Kilroy" "Suspense" "Nudgy" and
"Ginger" "Maisie" "Gold Mine" "Bally Hoo" many
"Cross Fire" "Summertime" "Havana" "School Days" others

**NEW A.M.I. MODEL "C" MUSIC BOX—$1,109.00 (Write for quotation on lots of ten or more)**
**WE HAVE EVERYTHING IN MUSIC AT BARGAIN PRICES—Write for details, space does not permit entire List.**

**Late Model Seeburg and Wurl. Wall Boxes—$50.00**

**ARCADE EQUIPMENT OF EVERY DESCRIPTION—SHOOTING GALLERIES COMPLETE—12 DIFFERENT TARGETS**

**New Exhibit "Rotaries"—$850.00** **SPECIAL—Dale Exhibit Guns—$225.00**

**BEST PRICES IN QUANTITIES OF BULBS AND TUBES OF EVERY SIZE AND DESCRIPTION**

ADDRESS ENQUIRIES TO

# Donald Fielding & Company

**Branch—587 Bank Street**
**Ottawa, Ont.**

**Main Office—1106 Hall Avenue**
**Windsor, Ont.**

**Branch—17 St. Catharine St. E.**
**Montreal, Que.**

Request to be placed on our mailing list.

# Wally Wilson

Says

## "Operators"

## Here Is A Machine

**you'll not only be proud to operate but is easy to service and easy to own.**

**Drop in and let's talk it over."**

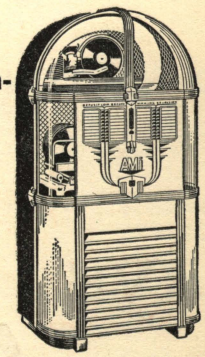
# Wilson Coin Machine Exchange

**Exclusive Wurlitzer Distributor for Manitoba and Head of Lakes**

**192 Pacific Ave. E.** **Winnipeg, Manitoba**

COMPLETE PARTS AND AUXILIARY EQUIPMENT STOCKED FOR WURLITZER EQUIPMENT

# A. M. I. CLEAN SWEEP



When a submarine returns from a successful war cruise there's a broom on the conning tower that means she has made a clean sweep of the enemy.

Model "C" can wear a broom, too.

"C" is tough.

"C" can take it.

"C" can dish it out.

MODEL "C" has dependability and performance. Model "C" is of sturdy, rugged construction. It has normal benefits with which A.M.I. "C" excels.

| | |
|---|---|
| Model "C" | $1109.00 |
| Selective Hideaway | 845.00 |
| Continuous Hideaway | 545.00 |
| Continuous Hideaway with Amplifier | 645.00 |
| Continuous Mechanism with Junction Box | 395.00 |
| Continuous Mechanism NO Junction Box | 355.00 |

## THE BUY OF THE DAY

"The Friendly Voice"

A new 8" remote SPEAKER designed for the Juke Box Operator—The exclusive 5-step Volume Level Control—$37.50

For the location you don't want to lose—

| | |
|---|---|
| Wurlitzer 24C | $200 |
| 500 | 250 |
| 600 | 250 |
| 750 | 275 |
| 700 | 250 |
| 800 | 300 |
| Mills Throne of Music | $150.00 |

| | |
|---|---|
| Seeburg Classic | $250 |
| Major | 250 |
| Crown | 250 |
| Plaza | 225 |
| Colonel | 275 |
| Commander | 275 |
| Hi-Tone | 275 |
| Casino | 225 |

One-Third Cash With Order

Crating $5.00 Extra

# Toronto Trading Post Ltd.

Canada's LARGEST Distributors

PHONOGRAPHS - PINBALL MACHINES - WEIGH SCALES - PARTS

736-738 YONGE STREET TORONTO 5, ONTARIO

Phone KI. 0186

MR. ALBERT A. CLAVIR

Business Manager